



General Plan Vision Statement and Guiding Principles

December 2019

The following is the 2040 General Plan Vision Statement and Guiding Principles. The Vision Statement and Guiding Principles included input from the GPAC, Planning Commission, City Council, and community input from the previous pop-up booths, workshops, and online engagement.

General Plan Vision Statement

Pleasant Hill will be a welcoming city that prides itself on diversity, safety, and a strong sense of community. Pleasant Hill will be the best city in the Bay Area by being a resilient community that is fiscally sound, environmentally responsible, forward-thinking, and inclusive: a great place for people of all ages to live, learn, work, and play.

General Plan Guiding Principle

- **Encourage Smart and Sensitive Development (Community Development Element)** – Protect and enhance the community character and existing neighborhoods that define Pleasant Hill by guiding future residential and commercial development to meet the needs of the community and be respectful of the environment.
- **Foster Economic Diversity and Sustainability (Economic Strategy)** – Promote a diverse local economy that is flexible and adaptable to changes in consumer habits and market trends. Be a business-friendly community that supports businesses that foster new job growth and attracts visitors to the city.
- **Barrier Free Mobility (Circulation Element)** – Advance and maintain a circulation network that accommodates alternative modes of travel, provides neighborhood connectivity, and enhances safety.
- **Balanced Growth (Growth Management Element)** – Focus new development in areas adjacent to major corridors and transit systems while preserving existing neighborhoods and open space resources. Support sustainable development that aligns with current best practices and is compatible with our community.
- **Ensuring Public Safety (Safety Element)** – Provide a safe community through public safety services, resilient infrastructure, public awareness, preparedness and action plans for both human-caused and natural disasters.
- **Support Diverse Housing Options (Housing)** – Create the conditions necessary to stimulate the diversity of housing options for community members of all ages and incomes.